# Electricity Demand in June 2011 (Bulletin)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in June 2011, measured in terms of the total electricity sales of ten power companies, was down year on year, decreasing by 5.1% to 64.2 billion kWh.

- Outside the liberalized segment, lighting demand declined by 3.6% due principally to the impact of the Great East Japan Earthquake.

Commercial demand in the liberalized segment declined by 9.7%, due mainly to the effect of the Great East Japan Earthquake.

# Demand Volume and Year-on-year Basis by Month and Use

|                                  |                               | _                             | This Month | Prev. 3 Month |        |        |  |  |
|----------------------------------|-------------------------------|-------------------------------|------------|---------------|--------|--------|--|--|
|                                  |                               |                               | (June)     | May           | April  | March  |  |  |
| Volume<br>(GWh)                  | Other than                    | Lighting                      | 17,892     | 21,279        | 25,317 | 26,504 |  |  |
|                                  | Eligible<br>Customers'        | Power                         | 2,875      | 3,129         | 3,644  | 3,777  |  |  |
|                                  | Use                           | Lighting & Power Total        | 20,767     | 24,408        | 28,961 | 30,281 |  |  |
|                                  | Eligible                      | Commercial Power              | 14,628     | 13,501        | 14,224 | 15,296 |  |  |
|                                  | Customers'                    | Industrial Power              | 28,779     | 26,456        | 26,167 | 26,667 |  |  |
|                                  | Use                           | Eligible Customers' Use Total | 43,407     | 39,957        | 40,391 | 41,963 |  |  |
|                                  | Т                             | otal Electricity Sales        | 64,174     | 64,365        | 69,352 | 72,244 |  |  |
|                                  |                               | (Large Industry)              | 23,464     | 21,713        | 20,920 | 21,398 |  |  |
|                                  | Other than                    | Lighting                      | 96.4       | 92.9          | 95.6   | 104.0  |  |  |
|                                  | Eligible<br>Customers'<br>Use | Power                         | 94.0       | 92.4          | 95.0   | 102.2  |  |  |
|                                  |                               | Lighting & Power Total        | 96.0       | 92.9          | 95.6   | 103.7  |  |  |
| Year-on-<br>year<br>Basis<br>(%) | Eligible                      | Commercial Power              | 90.3       | 89.8          | 89.2   | 96.1   |  |  |
|                                  | Customers'                    | Industrial Power              | 96.7       | 96.0          | 93.6   | 94.6   |  |  |
|                                  | Use                           | Eligible Customers' Use Total | 94.4       | 93.8          | 92.0   | 95.1   |  |  |
|                                  | Т                             | otal Electricity Sales        | 94.9       | 93.5          | 93.5   | 98.6   |  |  |
|                                  |                               | (Large Industry)              | 97.2       | 96.7          | 93.8   | 93.7   |  |  |

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

#### (Reference)

Large industrial demand was down year on year for four consecutive months, decreasing by 2.8%. This was mainly due to a year-on-year decrease in major industries except for textiles, chemicals and ceramics.

# (Reference) Large Industry Demand Volume and Year-on-year Basis by Sector

|                    |              |                       |                |       | Units: GWh, % |  |  |  |
|--------------------|--------------|-----------------------|----------------|-------|---------------|--|--|--|
|                    | This Month ( | June)                 | Prev. 3 Months |       |               |  |  |  |
|                    | Volume       | Year-on-year<br>Basis | Мау            | April | March         |  |  |  |
| Textiles           | 387          | 103.7                 | 99.8           | 102.3 | 110.3         |  |  |  |
| Paper & Pulp       | 824          | 98.0                  | 96.5           | 98.5  | 100.9         |  |  |  |
| Chemicals          | 2,400        | 102.0                 | 101.1          | 94.9  | 93.3          |  |  |  |
| Ceramic            | 984          | 101.0                 | 100.0          | 101.2 | 101.3         |  |  |  |
| Steel              | 3,071        | 97.3                  | 95.8           | 100.4 | 103.5         |  |  |  |
| Non-Ferrous Metals | 1,340        | 99.5                  | 98.6           | 88.9  | 88.5          |  |  |  |
| Machinery          | 6,192        | 95.8                  | 93.9           | 89.2  | 88.5          |  |  |  |

Remarks: The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was

reflected to the definition of each industry sector for the figures in and after April 2009.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

# (Reference) Large Industry Demand Year-on-year Changes (%)

|        | Apr.  | May   | Jun.  | Jul.  | Aug.  | Sep.  | Oct.  | Nov. | Dec.  | Jan.  | Feb.  | Mar.  |
|--------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|
| FY2002 | -1.8  | -0.4  | -1.4  | 0.4   | 2.2   | 2.9   | 2.4   | 3.1  | 4.0   | 5.2   | 3.2   | 4.2   |
| FY2003 | 2.7   | 1.8   | 0.8   | -4.3  | -2.6  | 0.8   | -0.6  | -0.1 | -0.4  | 0.4   | 3.2   | 1.3   |
| FY2004 | 2.2   | 1.3   | 4.6   | 7.6   | 4.5   | 2.8   | 2.3   | 2.3  | 1.8   | 1.6   | -0.1  | 1.7   |
| FY2005 | 1.0   | -0.8  | 0.5   | -1.6  | 1.7   | 1.9   | 2.7   | 2.3  | 4.6   | 3.7   | 2.8   | 2.9   |
| FY2006 | 3.1   | 4.9   | 4.0   | 4.7   | 5.6   | 3.1   | 5.5   | 6.7  | 5.4   | 4.5   | 5.0   | 6.1   |
| FY2007 | 4.6   | 5.1   | 4.1   | 3.0   | 4.8   | 5.8   | 4.0   | 2.8  | 2.8   | 3.8   | 8.0   | 2.2   |
| FY2008 | 3.3   | 3.8   | 2.2   | 6.5   | -0.0  | 0.6   | -0.5  | -5.2 | -13.0 | -18.7 | -26.4 | -24.4 |
| FY2009 | -20.5 | -19.4 | -17.0 | -16.3 | -14.1 | -13.7 | -11.2 | -6.2 | 1.9   | 10.8  | 17.7  | 19.9  |
| FY2010 | 15.2  | 12.4  | 12.0  | 10.1  | 11.6  | 10.4  | 5.8   | 4.8  | 5.2   | 5.8   | 4.6   | -6.3  |
| FY2011 | -6.2  | -3.3  | -2.8  |       |       |       |       |      |       |       |       |       |